



WHO'LL BE FIRST IN 1956?

BABY CONTEST

CONTEST RULES

HAVE YOUR DOCTOR STATE . . .

- THE EXACT TIME OF YOUR BABY'S BIRTH.
 - PLACE OF BIRTH, SEX, WEIGHT AND NAME OF BABY.
 - NAME AND ADDRESS OF THE PARENTS.
- Send this information to this newspaper immediately.

The first little New Citizen of our community . . . the first baby born after midnight on January 1, 1956 . . . will be the luckiest baby in town! This baby will win the array of valuable and useful gifts that will be pre-

ented by our community merchants listed below. WHO WILL IT BE? WATCH THIS NEWSPAPER FOR ANNOUNCEMENT OF THE WINNER OF OUR FIRST BABY OF 1956 CONTEST!



A High Chair for '56's First Baby
That's our gift to the winner. A solid hardwood high chair in natural finish to go with any decor. Clever nursery decals. This chair breaks down to a table and a chair.
McMahan's Furniture
In Torrance



Curtain and Vallance for Baby's Room
One pair of Happy Gafe Curtains and vallance to match in pink, yellow or blue.
Baer's Drapes
1328 Sartori Ave.



First Step for the First in '56
. . . will be in our fine-quality baby shoes — our gift to the winner. Our famed-name shoes will get baby on the right path to good posture. Come in for your gift certificate now and you can use it when the baby is 6 months old.
Bernard's Bootery
1315 Sartori Ave.



Gold Locket for Baby '56
Here is a lovely locket for the lucky baby of the year. A gift to be treasured.
Gary's Jewelers
1322 Sartori Ave.



Our Gift To the Welcome Newcomer!
A new Play Pen pad to welcome the little stranger into '56.
Baker's Furniture
1512 Cravens Ave.

Two Dozen Diapers

Here's a prize that the mother of the lucky winner will really appreciate. Your choice of either Birdseye or flannel.
NEWBERRY'S
In Torrance



Baby Outdoor Stroller

The famous Foldorolo . . . aluminum and canvas. Easy to manage, collapsible. Sheer pleasure for mother. Our gift to you—
Frank's Furniture
1334 El Prado



Trundle Bundle

The first in '56 will be greeted with a lovely bundle.
Neta's Tots & Teens
1272 Sartori Ave.



Baby Laundry

For one month, washed and fluff dried.
PAUL'S Launderette
1331 El Prado
FA. 8-3674



Baby Book or Announcements

The parents of our community first arrival will receive either a wonderful baby book or 50 clever announcements—Mother's choice
Parrish Stationers
1428 Marcelina Ave.



Baby's Silver Set
Our greeting to "Little First of '56" will be an infant's sterling silver baby set . . . by international.
Lawson's Jewelers
1317 El Prado Ave.



BABY BOTTLE Sterilizer
Aluminum complete with bottle rack.
McGowan Drug Stores
1327 El Prado-Torrance



A Quilt for the Winner
Our gift will be a Quiltes Estron filled washable Quilt.
Squire's Style Shop
1313 Sartori Ave.



One Month Supply of MILK
For the first baby in 1956.
Mayfair Creamery
20301 Western Ave.



\$50
On the purchase of a new automatic washer.
Liberty Home Appliance
1326 Sartori
FA. 8-5410

A Case of Baby Food . . . Our Gift!

. . . Our community's first baby of 1955 will receive a case of Gerber's canned baby food as our gift! A real start toward future health.
Roth's Market
1321 Post Ave.



A Planter — Our Gift to Mother

Congratulations to Mothers with flowers.
Torrance Flower Shop
1400 Cravens



One Step-up Set

For the first baby born in 1956.
Howard's Jewelers
1503 Cabrillo



We'll give Tiny '56 a Head Start Toward Thrift!
We will open a saving account with \$5 for 1956's first little newcomer!
Southwest Savings & Loan
1439 Marcelina Ave. TORRANCE
Main Office-Inglewood



Barbeque Chicken Dinner

For the dear Mom of '56
MILO'S Restaurant
1407 Cravens FA. 8-7060



A Gay Lamp to Light Baby's Room
We're giving baby a brand new lamp.
Burke's Bargain Spot
2113 Torrance Blvd.



A Shampoo and Set For the Mother of Little '56
Beauty Crest
1215 El Prado
FA. 8-6546

A Free Portrait of Little '56
The winner of the contest will be photographed any time during the first three months and a lovely toned 8x10 portrait given free of charge as our gift.
Photo Arts Studio
1311 Post Ave.



CONSOLATION PRIZE

For the Last Baby in '55
Doubly blessed are the parents because they receive a full year's tax exemption . . . And a beautiful 6-piece set of child's silverware.
ALLEN'S JEWELERS
1321 Sartori Ave. Torrance

